

ORDER



KLAS

Mike Jones

K-WAS

National

Orders	Order / Rev:	37159
	Alt Order #:	08858745
	Product Desc:	BERKLEY/SENATE/D
	Estimate:	
	Flight Dates:	09/04/12 - 09/10/12
	Original Date / Rev:	08/31/12 / 09/27/12
	Order Type:	GENERAL

Primary AE:

Sales Office:

Sales Region:

Agency Name: Shorr Johnson Magnus
Buying Contact: _____
Billing Contact: _____
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Advertiser	Name:	Berkley, Shelley - D-USS
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV4
	Revenue Codes:	AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	62	\$40,590.00	\$34,501.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$40,590.00	\$34,501.50	0.00
Totals	62	\$40,590.00	\$34,501.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$40,590.00
Market	100%	\$125,300.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$33,825.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,765.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 42	8	09/10/12	09/10/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	M-----	:30	1	\$80.00	LV3	0.00	NM	1	\$80.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$80.00		0.00			
E 43	8	09/04/12	09/06/12	Letterman Letterman	CM	1135p-1237a	-TWT---	:30	3	\$650.00	LV1	0.00	NM	3	\$1,950.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWT---		3				\$650.00		0.00			
E 44	8	09/07/12	09/07/12	Letterman Letterman	CM	1135p-1237a	----F--	:30	1	\$175.00	LV3	0.00	NM	1	\$175.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$175.00		0.00			
E 45	8	09/10/12	09/10/12	Letterman Letterman	CM	1135p-1237a	M-----	:30	1	\$175.00	LV3	0.00	NM	1	\$175.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$175.00		0.00			
E 46	8	09/08/12	09/08/12	Sat 1135p-1235a Priv Pi@M The Unit	1135p-1235a	-----S-	:30	1	\$40.00	LV4	0.00	NM	1	\$40.00	
THE UNIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$40.00		0.00			
N 47	8	09/07/12	09/07/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	-----F--	:30	1	\$115.00	LV4	0.00	NM	1	\$115.00	
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$115.00		0.00			
N 48	8	09/07/12	09/07/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	----F--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
8 News Now															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$20.00		0.00			
N 49	8	09/06/12	09/06/12	Thu 8-9p Big Bang / 2 1/2 Men	CM	8-9p	---T---	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
Big Bang / 2 1/2 Men															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$7,500.00		0.00			